

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) A computer-implemented method for delivery of reporting personalized product/service rating information, the computer including a processor and memory and the method comprising steps performed by the computer of:

- (a) providing, by the processor, a database that stores a plurality of user records corresponding to a plurality of users,
wherein each user record is associated with a plurality of user personas stored in the database and each user persona is associated with a plurality of user profiles,
wherein each user profile comprises a set of personal information data, the personal information data including direct user inputs, information based on use of the product/service rating information, a profile field, and a profile restriction, wherein the profile field contains detailed personal information of a user associated with the user profile and the profile restriction contains rules in the form of a pattern to restrict the rules to certain uses,
wherein each of the user profiles for each user record is grouped into the user personas, each being related to a unique, useful context such that at least one of the user profiles is grouped in at least two user

personas wherein a first subset of users from the plurality of users have each submitted product/service rating data for at least one product or service, and

wherein the product/service rating data is stored in the user profiles in the database corresponding to the first subset of users;

- (b) receiving, by the processor, from a requesting user a request for rating information for a desired product/service, wherein the requesting user is one of the plurality of users, and wherein the requesting user's profile is selected from a plurality of the requesting user's profiles;
- (c) identifying, by the processor, a first set of user profiles, wherein each of the users associated with the first set of user profiles has previously submitted product/service rating data for the desired product/service;
- (d) mapping, by the processor, the personal information data in the first set of user profiles along multiple dimensions to the personal information data in the user profile of the requesting user;
- (e) filtering, by the processor, the first set of user profiles to create a second set of user profiles, wherein the second set of user profiles includes a number of user profiles equal to a first threshold variable n having a value indicating the number of user profiles contained within the second set of user profiles;
- (f) determining, by the processor, whether the second set of user profiles differs from the requesting user's profile by more than a second threshold

variable y having a value indicating the distance between the second set of user profiles and the requesting user's profile;

- (g) if the second set of user profiles differs from the requesting user's profile by more than the second threshold variable y , repeating, by the processor, the filtering and determining steps at relaxed values of the first and second threshold variables n and y to obtain an updated second set of user profiles;
- (h) creating, by the processor, a set of product/service rating data for the desired product/service, wherein the set of product/service rating data comprises rating information from the second set of user profiles, and wherein the set of product/service rating data also includes product/service information from a content database including at least information about pricing from a variety of suppliers rated by the second set of user profiles; and
- (i) reporting, by the processor, the set of product/service rating data to the requesting user.

2. - 9. (Canceled)

10. (Currently Amended) An apparatus that delivers personalized product/service rating information reports, comprising;

- (a) a processor;
- (b) a memory that stores information under the control of the processor;

- (c) a database that stores a plurality of user records corresponding to a plurality of users,
- wherein each user record is associated with a plurality of user personas stored in the database and each user persona is associated with a plurality of user profiles,
- wherein each user profile comprises a set of personal information data, the personal information data including direct user inputs, information based on use of the product/service rating information, a profile field, and a profile restriction,
- wherein the profile field contains detailed personal information of a user associated with the user profile and the profile restriction contains rules in the form of a pattern to restrict the rules to certain uses,
- wherein each of the user profiles for each user record is grouped into the user personas, each being related to a unique, useful context such that at least one of the user profiles is grouped in at least two user personas wherein a first subset of users from the plurality of users have each submitted product/service rating data for at least one product or service, and
- wherein the product/service rating data is stored in the user profiles in the database corresponding to the first subset of users;
- (d) logic that receives from a requesting user a request for rating information for a desired product/service, wherein the requesting user is one of the

plurality of users and wherein the requesting user's profile is selected from a plurality of the requesting user's profiles;

- (e) logic that identifies a first set of user profiles, wherein each of the users associated with the first set of user profiles has previously submitted product/service rating data for the desired product/service;
- (f) logic that maps the personal information data in the first set of user profiles along multiple dimensions to the personal information data in the user profile of the requesting user;
- (g) logic that filters the first set of user profiles to create a second set of user profiles, wherein the second set of user profiles includes a number of user profiles equal to a first threshold variable n having a value indicating the number of user profiles contained within the second set of user profiles;
- (h) logic that determines whether the second set of user profiles differs from the requesting user's profile by more than a second threshold variable y having a value indicating the distance between the second set of user profiles and the requesting user's profile;
- (i) if the second set of user profiles differs from the requesting user's profile by more than the second threshold variable y , logic that repeats the filtering logic and the determining logic at relaxed values of the first and second threshold variables n and y to obtain an updated second set of user profiles;
- (j) logic that creates a set of product/service rating data for the desired product/service, wherein the set of product/service rating data comprises

rating information from the second set of user profiles, and wherein the set of product/service rating data also includes product/service information from a content database including at least information about pricing from a variety of suppliers rated by the second set of user profiles; and

- (k) logic that reports the set of product/service rating data to the requesting user.

11. (Currently Amended) A computer program embodied on a computer-readable medium that delivers personalized product/service rating information reports, comprising:

- (a) a code segment that stores a plurality of user records corresponding to a plurality of users in a database,
wherein each user record is associated with a plurality of user personas stored in the database and each user persona is associated with a plurality of user profiles,

wherein each user profile comprises a set of personal information data, the personal information data including direct user inputs, information based on use of the product/service rating information, a profile field, and a profile restriction, wherein the profile field contains detailed personal information of a user associated with the user profile and the profile restriction contains rules in the form of a pattern to restrict the rules to certain uses;

wherein each of the user profiles for each user record is grouped into the user personas, each being related to a unique, useful context such that at least one of the user profiles is grouped in at least two user personas wherein a first subset of users from the plurality of users have each submitted product/service rating data for at least one product or service, and

wherein the product/service rating data is stored in the user profiles in the database corresponding to the first subset of users;

- (b) a code segment that receives from a requesting user a request for rating information for a desired product/service, wherein the requesting user is one of the plurality of users and wherein the requesting user's profile is selected from a plurality of the requesting user's profiles;
- (c) a code segment that identifies a first set of user profiles, wherein each of the users associated with the first set of user profiles has previously submitted product/service rating data for the desired product/service;
- (d) a code segment that maps the personal information data in the first set of user profiles along multiple dimensions to the personal information data in the user profile of the requesting user;
- (e) a code segment that filters the first set of user profiles to create a second set of user profiles, wherein the second set of user profiles includes a number of user profiles equal to a first threshold variable n having a value indicating the number of user profiles contained within the second set of user profiles;

- (f) a code segment that determines whether the second set of user profiles differs from the requesting user's profile by more than a second threshold variable y having a value indicating the distance between the second set of user profiles and the requesting user's profile;
- (g) if the second set of user profiles differs from the requesting user's profile by more than the second threshold variable y , a code segment that repeats the filtering logic and the determining logic at relaxed values of the first and second threshold variables n and y to obtain an updated second set of user profiles;
- (h) a code segment that creates a set of product/service rating data for the desired product/service, wherein the set of product/service rating data is from the second set of user profiles, and wherein the set of product/service rating data also includes product/service information from a content database including at least information about pricing from a variety of suppliers rated by the second set of user profiles; and
- (i) a code segment that reports the set of product/service rating data to the requesting user.

12. - 24. (Canceled)

25. (Previously Presented) The method of claim 1, further comprising mapping of the personal information data based on pattern matching.

26. (Previously Presented) The apparatus of claim 10, wherein the personal information data is mapped with pattern matching logic.

27. (Previously Presented) The apparatus of claim 10, wherein the individual users have a plurality of user profiles, and wherein user access the user profiles through intention-centric interfaces.

28. (Previously Presented) The computer program of claim 11, and further comprising a code segment that maps the personal information data with pattern matching logic.

29. (Previously Presented) The computer program of claim 11, and further comprising a code segment that allows individual users to establish a plurality of user profiles, and wherein users access the users profiles through an intention-based interface.